

Increasing Fruits' and Vegetables' Share of the Plate: Programs that Get Results!



Senior Farmers' Market Nutrition Program: From the Farm to the Fork

Presented by Tamara Tiemann, Kansas Dept. on Aging

News Clips

Program distributes produce to low-income elderly

Market fresh



Let's Help volunteer Ken Fritz carries a box of Commodore Supplemental Food Program ar

By Amy Bauer
THE CAPITAL JOURNAL

Apples, squash, potatoes and peppers were among the fresh fruits and vegetables added to the pantries of some seniors this week through a new program in Kansas. Those in Shawnee County eligible for the Senior Commodore Supplemental Food Program — a U.S. Department of Agriculture program that offers monthly food supplies to those 60 and older who meet low-income guidelines — also received a box of fall produce with their monthly distribution from Let's Help.

The delivery of 1,000 produce bundles this week in Topeka — and 1,000 each in Douglas, Sedgewick and Wyandotte counties through the rest of the month — were the final step in a pilot Senior Farmers Market Nutrition Program through the Kansas Department on Aging.

With a \$183,000 grant from the USDA, the agency worked with partners

Produce program delivers to seniors

By Laura Kinch
Special to the Journal-World

Thanks to a federal grant, some older Lawrence residents received a delivery of fresh produce this week from the Ballard Community Center.

"There's already a lot of canned goods and dry goods given out," said Andy Brown, the Ballard center's director of human service programs. "The Department of Aging identified that a lot of seniors were concerned on the types of vitamins you can find in fresh fruits and vegetables."

Wednesday's distribution was possible because of a \$140,000 U.S. Department of Agriculture grant made to the

Kansas Department on Aging. It was the first such grant for the agency. The Ballard center, 708 Elm St., and other local agencies helped with the program.

The vegetable giveaway is designed to help local producers, as well as provide food for older, low-income Kansas residents who otherwise might not be able to afford fresh produce, officials said.

About \$100,000 in farmers market produce vouchers were distributed this summer to older residents in Douglas, Wyandotte, Shawnee and Sedgewick counties. The remainder



of the grant money was used to finance this week's fruit and vegetable handout.

Apples, potatoes, salad mix, greens, turnips, sweet potatoes and other items were provided by the Lawrence Farmers Market and the Rolling Prairie Farmers Alliance, a group of local organic farmers.

Recipients will evaluate the produce program in a survey, which will be used to improve next year's distribution, officials said.

More information about the program is available at www.agingkansas.org or by contacting Andy Brown at 842-0729.

— Kansas University journalism student Laura Kinch can be reached at 832-7154

fruits/vegetables. Consumers include recipients. Consumers local extension agency — in Shawnee (785) 232-0262.

Let's Help Employee Rose Bays said seniors who qualify for the USDA's Senior Commodore Supplemental Food Program may sign up at the agency, 215 S.E. Quincy, from 8 to 11 a.m. Dec. 2 and 3. Seniors must be 60 or older and bring identification and proof of income. For information, call Let's Help at 234-6208.

including the Kansas Department of Agriculture and K-State Research and Extension, to get fresh farm produce to seniors while supporting the growth of such fruits and vegetables by small producers in the state.

\$45,000 on \$111,000 was spent during the form of 32 coupons to seniors at designated farmers markets. Including the Downtown Topeka Farmers Market, at S.W. 10th and Topeka Boulevard. Eligible seniors received \$30 worth of coupons each, to be used on Kansas-grown fruits and vegetables.

In all, 6,100 people each received \$30 worth of coupons in Shawnee, Douglas,

SOCIAL SERVICES

Farmers bag up produce for senior citizens in KCK

By MARY RUPERT 13
Kansas news editor

All last week, Kansas farmers drove their trucks to the Kansas City, Kan., Cross-Lines Cooperative Council office to deliver shopping bags of fresh produce.

And through the week, Tammy Parker visited elderly highrises around town, giving out fresh produce to citizens who couldn't

Edgerton, Waverly, Topeka, Manhattan and other areas in Kansas. Lettuce, onions, potatoes, apples and squash were some of the fresh foods.

"So many farmers have been driving into KCK and meeting me here, with produce already bagged up," Parker said. "An apple farmer and vegetable farmer met here and combined their sacks when they were here."

Parker, the commodity supplemental food program manager at Cross-Lines, has seen so much fresh produce in (See FARMERS, page 3)

ers elderly poor come into her office in person to pick up the food.

This past summer, a USDA farmers' market program distributed about \$100,000 in coupons to poor elderly persons. The coupons could be used at farmers' markets.

Just one problem with the program — hundreds of the elderly poor couldn't get to the farmers' markets, because of ill health or transportation problems, according to Parker.

So she and co-workers delivered the produce to the rest of the people on the list.

"This is the first year that we've participated in the grant for the farmers' market produce, and we hope to do it every year," Parker said.

She said it serves a need here.

"Many of our clients spend the majority of the little income they get on prescriptions, and they have a hard time," Parker said.

"I bring me food just to donate, without the program," Parker said.

Parker regularly distributes dry or canned food, often citizens who qualify.

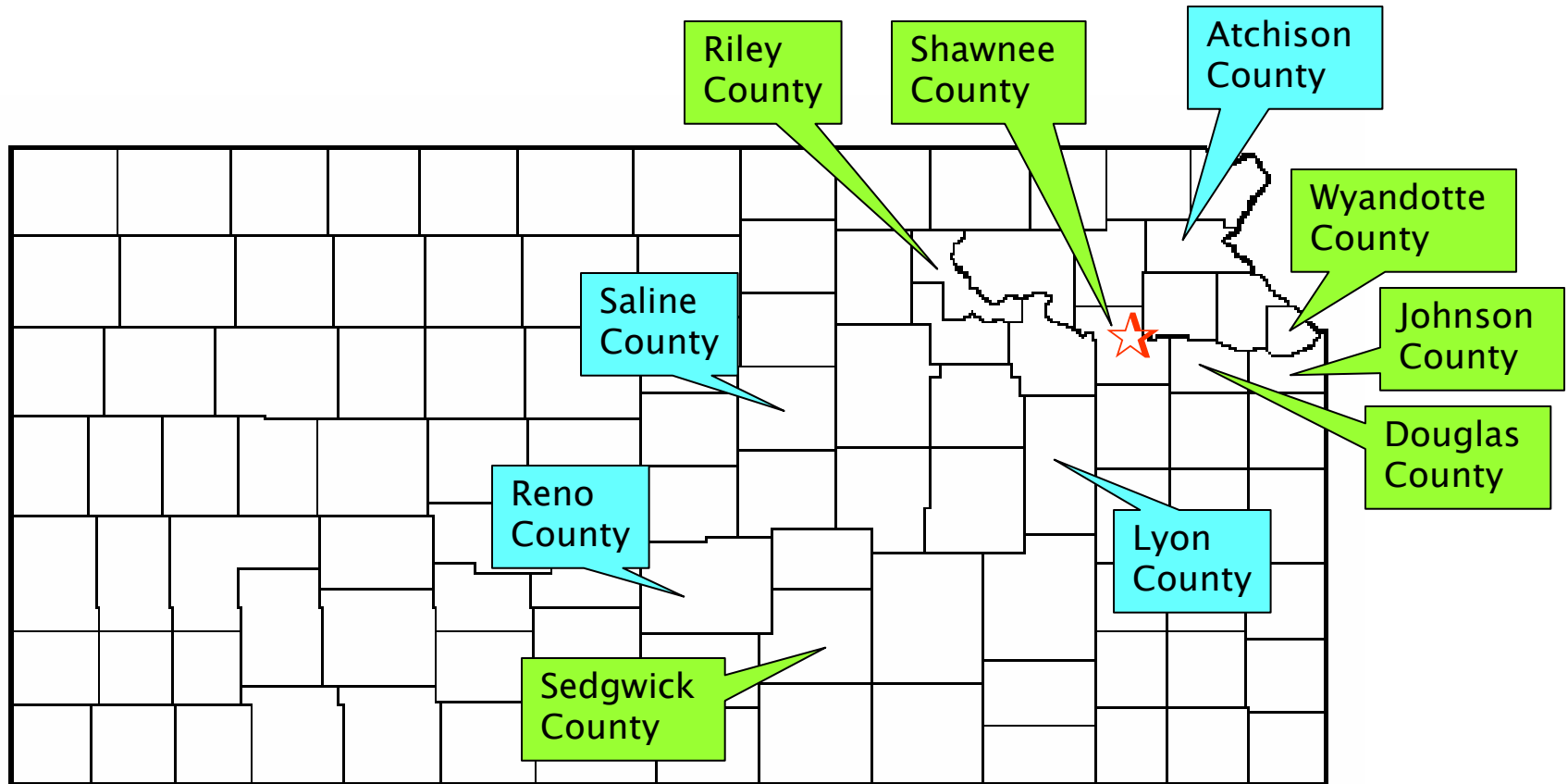
"I distribute 1,700 bags of food a month," she said.

About 700 to 800 of the

Partners


- Six State Agencies:
 - Aging (lead), Agriculture, Commerce, **Health & Environment**, Social & Rehabilitation Services, Transportation
- Kansas Fruit Grower's Association
- Kansas Vegetable Growers Association
- Kansas Rural Center
- **Kansas State University Cooperative Extension Service**
- Kansas Coordinated Transit District Council (KCTDC)

Program Locations in Kansas



 2003 – 6 Pilot Counties

 2005 – 10 Counties – No Expansion

 2004 – Expanded into 4 new rural counties

Goal #1

To promote
better nutrition
among
low-income
seniors



Recipients **Nearly 6,500 age 60+ customers of:**



The Emergency Food Assistance Program (TEFAP) – 5 counties



Commodity Supplemental Food Program (CSFP) – 5 counties



Older Americans Act (OAA) Congregate Nutrition Program (if below 100% federal poverty level)* – 10 counties

***Also OAA Home Delivered Nutrition (if below 100% federal poverty level) through a CSA pilot in one county in 2005**

A \$30 Benefit

- ❑ Checks –
92% of Seniors

Kansas Senior Farmers' Market Nutrition Program
Kansas Department on Aging
508 S. Kansas Ave.
Topeka, KS 66603-3404
785-296-4065

75-1248
010
ACCT 802536

First date to spend: May 7, 2005
Last date to spend: September 30, 2005
SOME MARKETS MAY CLOSE EARLIER
FARMER MUST DEPOSIT BY OCTOBER 15, 2005

Use only at authorized KSPMNP Farmers' Markets and Roadside Stands

2005

↓ FARMER STAMP HERE ↓

\$2 00
NO CHANGE ISSUED

For purchase of fresh fruits, vegetables and herbs.
Not good at grocery stores.
Exempt from state and local sales tax.

IMPROPER USE OF THIS DRAFT SUBJECT TO FEDERAL — STATE PROSECUTION

FSMC

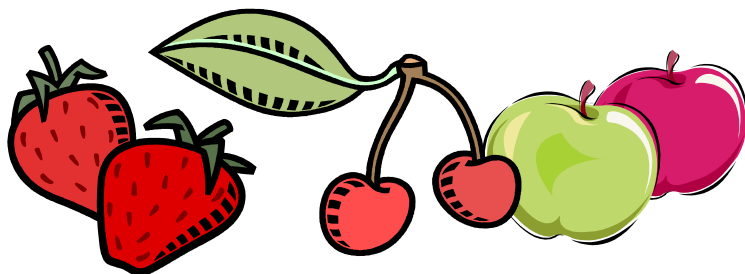
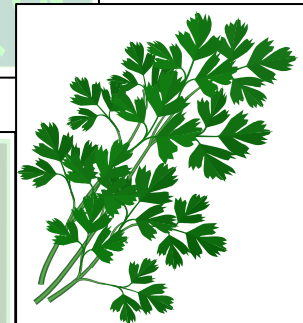
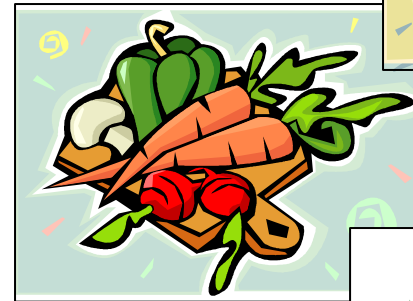
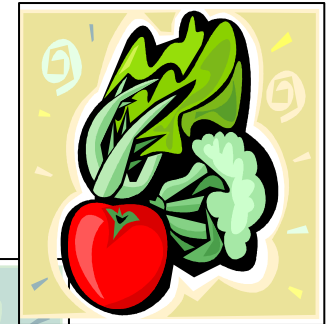
PARTICIPANT'S SIGNATURE

- ❑ Bundles -
8% of Seniors



Eligible Foods

- Locally grown fresh fruits, vegetables and culinary herbs that **ARE NOT** processed or prepared beyond their natural state except for usual harvesting and cleaning processes.



Locally Grown means grown within the Kansas border or bordering county of neighboring State.

And Nutrition Education: The Other Benefit

- Kansas State University Cooperative Extension Service
 - Family Nutrition Program - Family and Consumer Sciences Agents, Nutrition Assistants
 - Master Food Volunteer Program
- Kansas Department of Health and Environment
 - Cash support in 2004-2005



A Class Act!

- Media Releases
- *Fix It Fresh!* Fresh Fruits and Vegetables Recipe Series
 - 23 Fact Sheets for Produce
 - 57 Tested Recipes
- List serve for 10 county FCS Agents
- Fruits and Vegetables Gazettes
- Local Coordination Activities
- Community Education Programs
- 2003 and 2004 Survey
- And more...



Fresh Fruits and Vegetables
Recipe Series

www.oznet.ksu.edu/humannutrition/freshfruitsandvegetables.htm

Goal #2

To expand the revenue base for farmers marketing fresh, locally grown produce at authorized outlets in select communities.



Outlets

148 – Farmers at:

- 14 – Farmers' Markets
- 1 – Once-a-month Satellite Market

10 – Roadside Stands

16 – Community-Supported Agriculture
Farms (CSAs)

CSAs



USDA Grant Award compared to Total Grant Funds Expended for Checks and Bundles, by Year

	2003	2004	2005
Grant Award	\$182,439	\$196,020	\$178,539
Expenditure	\$152,240	\$196,031	N/A
Percent of Award	83.5%	100%	N/A

K-State Survey

Demographic Profile		2003		2004	
		# of Responses	%	# of Responses	%
Sex	Male	2	6%	98	25%
	Female	33	94%	293	75%
Age	60-70 years	9	27%	168	41%
	71-80 years	14	43%	152	38%
	81 years or older	10	30%	86	21%
Number in Household					
	1	27	77%	248	64%
	2	6	17%	103	26%
	More than 2	2	6%	40	10%
Race/Ethnicity					
	White, Non-Hispanic	29	88%	261	63%
	Hispanic	2	6%	30	7%
	Black/African American	1	3%	108	26%
	Asian American	0		2	1%
	Native American/American	1	3%	15	3%

K-State Survey

Did you use farmers' market coupons/checks?

	2003		2004	
	# of Responses n = 35	%	# of Responses n = 440	%
All				
More than half				
Less than half				
None				

Note: Data have been removed from this slide set published on the web.

K-State Survey

Because of the farmers'
market coupon/check
program, I or my family...

K-State Survey

... went to a farmers' market for the first time.

	2003		2004	
	# of Responses n = 34	%	# of Responses n = 344	%
Yes				
No				
Not Sure				

K-State Survey

... ate more fresh produce this summer than usual.

	2003		2004	
	# of Responses n = 34	%	# of Responses n = 385	%
Yes				
No				
Not Sure				

K-State Survey

... plan to eat more fresh fruits and vegetables all year round.

	2003		2004	
	# of Responses n = 34	%	# of Responses n = 367	%
Yes				
No				
Not Sure				

K-State Survey

... learned a new way to prepare or cook fresh fruits or vegetables.

	2003		2004	
	# of Responses n = 34	%	# of Responses n = 377	%
Yes				
No				
Not Sure				

K-State Survey

... learned a new way (ways) to store fresh fruits or vegetables to keep them from spoiling.

	2003		2004	
	# of Responses n = 34	%	# of Responses n = 377	%
Yes				
No				
Not Sure				

K-State Survey

... bought a fresh fruit or vegetable that I had never tried before.

	2003		2004	
	# of Responses n = 34	%	# of Responses n = 379	%
Yes				
No				
Not Sure				

K-State Survey

... tasted a new fruit or vegetable this summer.

	2003		2004	
	# of Responses n = 28	%	# of Responses n = 369	%
Yes				
No				

K-State Survey

... will continue to shop at farmers' markets,
even without checks to spend there.

	2003		2004	
	# of Responses n = 33	%	# of Responses n = 337	%
Yes				
No				
Not Sure				

Farmers' Markets



K-State Survey

How often do you eat more than one kind of vegetable or fruit per day?

	2003			
	Before this Summer		After	
	# of Responses n = 34	%	# of Responses n = 34	%
Never				
Sometimes				
Often				
Usually				
Always				

K-State Survey

How often do you eat more than one kind of vegetable or fruit per day? (continued)

	2004			
	Before this Summer		After	
	# of Responses n = 403	%	# of Responses n = 423	%
Never				
Sometimes				
Often				
Usually				
Always				

K-State Survey

How many servings of fruit and vegetables do you usually eat per day? (Examples listed)

	2003			
	Before this Summer		After	
	# of Responses n = 33	%	# of Responses n = 34	%
Less than 1 per day				
1-2 per day				
3-4 per day				
5 or more per day				

K-State Survey

How many servings of fruit and vegetables do you usually eat per day? (continued)

	2004			
	Before this Summer		After	
	# of Responses n = 402	%	# of Responses n = 403	%
Less than 1 per day				
1-2 per day				
3-4 per day				
5 or more per day				

Nutrition Education Sessions



K-State Survey

Did you attend any cooking or nutrition group meetings this summer?

	2003		2004	
	# of Responses n = 34	%	# of Responses n = 412	%
Yes				
No				

K-State Survey

If you attended a cooking or nutrition group meeting this summer, what did you learn that you did not know or that surprised you?

2003

- How to handle food safely
- Microwave cooking
- Different ways to prepare attractive dishes

2004

- How to handle food safely
- I should look for high fiber foods
- New recipes
- Produce Storage
- Produce Selection
- Antioxidants are good for me
- Ethnic Cooking
- Fruits and vegetables are rich in nutrients
- Cooking with less fat
- How to eat right
- Which vegetables have protein

K-State Survey

Did you preserve (freeze, dry or can) any fruits or vegetables this summer to use later in the year?

	2003		2004	
	# of Responses n = 32	%	# of Responses n = 361	%
Yes				
No				

Nutrition Education Sessions



KDOA Survey

Check distributing agencies reported promoting KSFMNP by:

	2003		2004	
Hosting nutrition education programs				
Distributing nutrition materials				

KDOA Survey

Considering the nutrition information you got through the KSFMNP, how do these statements apply to you?
(True/False)

	TRUE 2003		TRUE 2004	
I learned which foods would be in-season at the farmers market				
I learned how to select at least one fresh fruit or vegetable				
I learned something new about safe food handling				
I tried at least one new recipe				
I ate at least one new fruit, vegetable or herb				
I am eating more fruits and vegetables daily				
I believe the information I got was helpful				
I know who to call to ask my nutrition questions				

What has been the result of the Kansas Senior Farmers' Market Nutrition Program for you?

- "It's a good idea."
- "It's a good thing."
- "I have had more fresh fruits than I have had because of the high cost of fresh fruits in the stores. The same goes for the fresh vegetables."



From 2004 KSFMNP Report of Survey Results (CSA Pilot–Bundle Recipients)

What has been the result of the Kansas Senior Farmers' Market Nutrition Program for you?

- "Thanks! A big help."
- "I'm very happy to get them. My resources don't allow me to buy very much at any given time and I do so enjoy it. Thanks!"
- "It has allowed me to receive food I would otherwise never be able to purchase because of my low income."



From 2004 KSFMNP Report of Survey Results (CSA Pilot–Bundle Recipients)

Farmers' Markets



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